

ORDER



Orders

Order / Rev:	704149
Alt Order #:	06260745
Product Desc:	MCCRORY FOR GOVERNOR
Estimate:	C22C28
Flight Dates:	10/22/12 - 10/28/12
Original Date / Rev:	08/02/12 / 08/02/12
Order Type:	Political

	WFMY-TV
Primary AE:	Nick Welte
Sales Office:	T-PHI
Sales Region:	NAT

Agency

Name:	Smart Media Group Inc/ POL
Buying Contact:	
Billing Contact:	
	814 King Street
	Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser

Name:	McCrory for NC Governor
Demographic:	A35+
Product Codes:	PL-Governor
Priority:	P-4
Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	77	\$14,060.00	\$11,951.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	77	\$14,060.00	\$11,951.00	0.00
Totals	77	\$14,060.00	\$11,951.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WFMY-TV	32%	\$14,060.00
Market	100%	\$43,937.50

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	26%	\$11,423.75
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	32%	\$14,060.00
WXLV	10%	\$4,393.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/26/12	10/26/12	News 2 at 11 News 2 at 11	CM	11-1135p	----F--	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
NEWS 2 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----F--		1		\$250.00		0.00					
E 2	WFMY	10/26/12	10/26/12	Letterman David Letterman	CM	1135p-1235a	----F--	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
D LETTRMAN-CBS															

Order / Rev: 704149
 Alt Order #: 06260745
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C22C28
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	10/26/12	10/26/12	Letterman David Letterman	CM	1135p-1235a ---- F--	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
D LETTRMAN-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- F--				1	\$90.00		0.00			
E 3	WFMY	10/26/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4-5p ---- F--	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- F--				1	\$70.00		0.00			
E 4	WFMY	10/26/12	10/26/12	News 2 at 5 News 2 at 5	CM	5-530p ---- F--	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
NEWS 2 AT 5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- F--				1	\$150.00		0.00			
E 5	WFMY	10/26/12	10/26/12	M-F 6-8a Good Morning Show	CM	6-8a ---- F--	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
GOOD MRN-6-8AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- F--				1	\$80.00		0.00			
E 6	WFMY	10/26/12	10/26/12	M-F 7-730p Wheel of Fortune	CM	7-730p ---- F--	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
ADD 7.31														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- F--				1	\$220.00		0.00			
E 7	WFMY	10/26/12	10/26/12	CBS This Morning CBS This Morning	CM	8-10a ---- F--	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
EARLY SHW1-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- F--				1	\$40.00		0.00			
E 8	WFMY	10/22/12	10/22/12	Mon Prime C Hawaii Five-0	CM	10-11p M-----	:30	1	\$650.00	P-4	0.00	NM	1	\$650.00
HAWAII 5-O														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$650.00		0.00			
E 9	WFMY	10/22/12	10/22/12	DT Daytime	CM	10a-5p M-----	:30	3	\$60.00	P-4	0.00	NM	3	\$180.00
DAYTIME ROS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				3	\$60.00		0.00			
E 10	WFMY	10/22/12	10/22/12	News 2 at 11 News 2 at 11	CM	11-1135p M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
NEWS 2 AT 11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$250.00		0.00			
E 11	WFMY	10/22/12	10/22/12	M-F CBS Soaps CBS Soaps	CM	1230-2p M-----	:30	1	\$120.00	P-4	0.00	NM	1	\$120.00
ADD 7.31														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$120.00		0.00			
E 12	WFMY	10/22/12	10/22/12	M-F 3-4p Let's Make a Deal	CM	3-4p M-----	:30	1	\$65.00	P-4	0.00	NM	1	\$65.00
LETS MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$65.00		0.00			
E 13	WFMY	10/22/12	10/22/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a M-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
GOOD MORNING SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$55.00		0.00			
E 14	WFMY	10/22/12	10/22/12		CM	530-6p M-----	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00

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Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C22C28
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				530-6p Andy Griffith Andy Griffith										
				ANDY GRIFFITH										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$160.00		0.00			
E 15	WFMY	10/22/12	10/22/12	News 2 at 6 News 2 at 6	CM	6-630p M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				ADD 7.31										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$250.00		0.00			
E 16	WFMY	10/22/12	10/22/12	M-F 6-8a Good Morning Show	CM	6-8a M-----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
				GOOD MRN-6-8AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$80.00		0.00			
E 17	WFMY	10/22/12	10/22/12	M-F 7-730p Wheel of Fortune	CM	7-730p M-----	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
				ADD 7.31										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$220.00		0.00			
E 18	WFMY	10/22/12	10/22/12	CBS This Morning CBS This Morning	CM	8-10a M-----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
				EARLY SHW1-CBS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$40.00		0.00			
E 19	WFMY	10/27/12	10/27/12	News 2 at 11 News 2 at 11	CM	11-1135p -----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				NEWS 2 AT 11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$250.00		0.00			
E 20	WFMY	10/27/12	10/27/12	Panthers Huddle Panthers Huddle	CM	1135p-1205a -----S-	:30	1	\$30.00	P-4	0.00	NM	1	\$30.00
				CRIMINAL MINDS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$30.00		0.00			
E 21	WFMY	10/27/12	10/27/12	News 2 at 7 Saturday News 2 at 7 Saturday	CM	7-730p -----S-	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$110.00		0.00			
E 22	WFMY	10/27/12	10/27/12	PA (Sa) Sat Wheel/Jeopardy	CM	7-8p -----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
				ADD 7.31										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$100.00		0.00			
E 23	WFMY	10/27/12	10/27/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a -----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				GMA WKND										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$70.00		0.00			
E 24	WFMY	10/28/12	10/28/12	News 2 at 11 News 2 at 11	CM	11-1135p -----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				NEWS 2 AT 11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$250.00		0.00			
E 25	WFMY	10/28/12	10/28/12	News 2 at 6 Sunday News 2 at 6 Sunday	CM	6-630p -----S	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$110.00		0.00			
E 26	WFMY	10/28/12	10/28/12		CM	7-8p -----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00

Order / Rev: 704149
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 Flight Dates: 10/22/12 - 10/28/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C22C28
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun Prime A 60 Minutes										
				60 MIN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$750.00		0.00				
E 27	WFMY	10/28/12	10/28/12	Good Morning Show Sun	CM	6-9a -----S	:30	1	\$75.00	P-4	0.00	NM	1	\$75.00
				Good Morning Show Su										
				GMA WKND										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$75.00		0.00				
E 28	WFMY	10/28/12	10/28/12	CBS Sunday Morning	CM	9-1030a -----S	:30	1	\$125.00	P-4	0.00	NM	1	\$125.00
				CBS Sunday Morning										
				CBS SUN MRNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$125.00		0.00				
E 29	WFMY	10/25/12	10/25/12	Thu Prime C	CM	10-11p ---T---	:30	1	\$850.00	P-4	0.00	NM	1	\$850.00
				Elementary										
				ELEMENTARY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$850.00		0.00				
E 30	WFMY	10/25/12	10/25/12	DT	CM	10a-5p ---T---	:30	3	\$60.00	P-4	0.00	NM	3	\$180.00
				Daytime										
				DAYTIME ROS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		3		\$60.00		0.00				
E 31	WFMY	10/25/12	10/25/12	News 2 at 11	CM	11-1135p ---T---	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				News 2 at 11										
				ADD 7.31										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$250.00		0.00				
E 32	WFMY	10/25/12	10/25/12	Letterman	CM	1135p-1235a ---T---	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
				David Letterman										
				D LETTRMAN-CBS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$90.00		0.00				
E 33	WFMY	10/25/12	10/25/12	News2 at Noon	CM	12-1230p ---T---	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
				News2 at Noon										
				ADD 7.31										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$90.00		0.00				
E 34	WFMY	10/25/12	10/25/12	M-F 3-4p	CM	3-4p ---T---	:30	1	\$65.00	P-4	0.00	NM	1	\$65.00
				Let's Make a Deal										
				LETS MAKE A DEAL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$65.00		0.00				
E 35	WFMY	10/25/12	10/25/12	M-F 4-5p	CM	4-5p ---T---	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				Ellen Degeneres										
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$70.00		0.00				
E 36	WFMY	10/25/12	10/25/12	News 2 at 5	CM	5-530p ---T---	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
				News 2 at 5										
				NEWS 2 AT 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$150.00		0.00				
E 37	WFMY	10/25/12	10/25/12	M-F 5-6a	CM	5-6a ---T---	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				5-6a GMS ROT										
				GOOD MORNING SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1		\$55.00		0.00				
E 38	WFMY	10/25/12	10/25/12		CM	530-6p ---T---	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				530-6p Andy Griffith Andy Griffith										
				ANDY GRIFFITH										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$160.00		0.00			
E 39	WFMY	10/25/12	10/25/12	M-F 6-8a Good Morning Show	CM	6-8a ---T---	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
				GOOD MRN-6-8AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$80.00		0.00			
E 40	WFMY	10/25/12	10/25/12	CBS Evening News CBS Evening News	CM	630-7p ---T---	:30	1	\$375.00	P-4	0.00	NM	1	\$375.00
				ADD 7.31										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$375.00		0.00			
E 41	WFMY	10/25/12	10/25/12	CBS This Morning CBS This Morning	CM	8-10a ---T---	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
				EARLY SHW1-CBS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$40.00		0.00			
E 42	WFMY	10/25/12	10/25/12	Thu Prime B Person of Interest	CM	9-10p ---T---	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				PERSON OF INTEREST										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$900.00		0.00			
E 43	WFMY	10/23/12	10/23/12	DT Daytime	CM	10a-5p -T-----	:30	2	\$60.00	P-4	0.00	NM	2	\$120.00
				DAYTIME ROS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				2	\$60.00		0.00			
E 44	WFMY	10/23/12	10/23/12	News 2 at 11 News 2 at 11	CM	11-1135p -T-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				NEWS 2 AT 11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$250.00		0.00			
E 45	WFMY	10/23/12	10/23/12	Letterman David Letterman	CM	1135p-1235a -T-----	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
				D LETTRMAN-CBS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$90.00		0.00			
E 46	WFMY	10/23/12	10/23/12	News2 at Noon News2 at Noon	CM	12-1230p -T-----	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
				ADD 7.31										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$90.00		0.00			
E 47	WFMY	10/23/12	10/23/12	M-F 3-4p Let's Make a Deal	CM	3-4p -T-----	:30	1	\$65.00	P-4	0.00	NM	1	\$65.00
				LETS MAKE A DEAL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$65.00		0.00			
E 48	WFMY	10/23/12	10/23/12	M-F 4-5p Ellen Degeneres	CM	4-5p -T-----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$70.00		0.00			
E 49	WFMY	10/23/12	10/23/12	News 2 at 5 News 2 at 5	CM	5-530p -T-----	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
				NEWS 2 AT 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$150.00		0.00			
E 50	WFMY	10/23/12	10/23/12		CM	5-6a -T-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00

Order / Rev: 704149
Alt Order #: 06260745
Flight Dates: 10/22/12 - 10/28/12

Advertiser: McCrory for NC Governor
Product Desc: MCCRORY FOR GOVERNOR
Estimate: C22C28
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5-6a 5-6a GMS ROT GOOD MORNING SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$55.00 0.00														
E 51	WFMY	10/23/12	10/23/12	530-6p Andy Griffith Andy Griffith	CM	530-6p -T-----	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00
ANDY GRIFFITH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$160.00 0.00														
E 52	WFMY	10/23/12	10/23/12	CBS Evening News CBS Evening News	CM	630-7p -T-----	:30	1	\$375.00	P-4	0.00	NM	1	\$375.00
ADD 7.31 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$375.00 0.00														
E 53	WFMY	10/23/12	10/23/12	M-F 7-730p Wheel of Fortune	CM	7-730p -T-----	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
ADD 7.31 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$220.00 0.00														
E 54	WFMY	10/23/12	10/23/12	CBS This Morning CBS This Morning	CM	8-10a -T-----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
EARLY SHW1-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$40.00 0.00														
E 55	WFMY	10/23/12	10/23/12	Tue Prime A NCIS	CM	8-9p -T-----	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
NCIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$1,000.00 0.00														
E 56	WFMY	10/23/12	10/23/12	Tue Prime B NCIS: Los Angeles	CM	9-10p -T-----	:30	1	\$850.00	P-4	0.00	NM	1	\$850.00
NCIS LA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$850.00 0.00														
E 57	WFMY	10/23/12	10/23/12	Tue Prime C Vegas	CM	10-11p -T-----	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
VEGAS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$600.00 0.00														
E 58	WFMY	10/24/12	10/24/12	DT Daytime	CM	10a-5p --W----	:30	3	\$60.00	P-4	0.00	NM	3	\$180.00
DAYTIME ROS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 3 \$60.00 0.00														
E 59	WFMY	10/24/12	10/24/12	News 2 at 11 News 2 at 11	CM	11-1135p --W----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
NEWS 2 AT 11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$250.00 0.00														
E 60	WFMY	10/24/12	10/24/12	Letterman David Letterman	CM	1135p-1235a --W----	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
D LETTRMAN-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$90.00 0.00														
E 61	WFMY	10/24/12	10/24/12	M-F CBS Soaps CBS Soaps	CM	1230-2p --W----	:30	1	\$120.00	P-4	0.00	NM	1	\$120.00
ADD 7.31 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$120.00 0.00														
E 62	WFMY	10/24/12	10/24/12		CM	3-4p --W----	:30	1	\$65.00	P-4	0.00	NM	1	\$65.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Let's Make a Deal											
LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$65.00		0.00			
E 63	WFMY	10/24/12	10/24/12	M-F 4-5p Ellen Degeneres	CM	4-5p	--W----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$70.00		0.00			
E 64	WFMY	10/24/12	10/24/12	News 2 at 5 News 2 at 5	CM	5-530p	--W----	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
NEWS 2 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$150.00		0.00			
E 65	WFMY	10/24/12	10/24/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	--W----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
GOOD MORNING SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$55.00		0.00			
E 66	WFMY	10/24/12	10/24/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	--W----	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00
ANDY GRIFFITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$160.00		0.00			
E 67	WFMY	10/24/12	10/24/12	News 2 at 6 News 2 at 6	CM	6-630p	--W----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
ADD 7.31															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$250.00		0.00			
E 68	WFMY	10/24/12	10/24/12	M-F 6-8a Good Morning Show	CM	6-8a	--W----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
GOOD MRN-6-8AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$80.00		0.00			
E 69	WFMY	10/24/12	10/24/12	M-F 7-730p Wheel of Fortune	CM	7-730p	--W----	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
WHEEL/JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$220.00		0.00			
E 70	WFMY	10/24/12	10/24/12	CBS This Morning CBS This Morning	CM	8-10a	--W----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$40.00		0.00			
Totals													77	\$14,060.00	